

## FASHION MERCHANDISING B

Levels: Grades 10-12

Units of Credits: 1 Semester (.5)

CIP Code: 08.0101

Prerequisites: None

### COURSE DESCRIPTION

The Fashion Merchandising course is an introductory course that teaches the concepts of entry-level business and fashion fundamentals. The following list of skill standards prepares the student in fashion merchandising with the fundamentals of: Elements and Principles of design, color theory, wardrobing, Fashion Marketing, Basic Fashion and Business Concepts, size categories, and caring for clothing. Students taking marketing classes should have the opportunity to participate in the DECA organization (Student Marketing Leadership Association). DECA related activities and curriculum can be used as an approved part of all marketing classes.

**STANDARD** Students will understand the basic elements of color. (Ch. 10 "Fashion!")

08.0101-09

### OBJECTIVES

08.0101-0901 Identify symbolism for eight colors.

08.0101-0902 Explain hue, value, and intensity.

08.0101-0903 Identify the five basic color schemes.

08.0101-0904 Identify the elements of the color wheel.

08.0101-0905 Identify the four personal seasonal coloring types.

**STANDARD** Students will understand the elements of design. (Ch. 11 "Fashion!")

08.0101-10

### OBJECTIVES

08.0101-1001 Identify and provide a definition for each of four elements of design.

08.0101-1002 Identify each of the following lines: straight, jagged, curved, horizontal, vertical, and diagonal.

08.0101-1003 Identify four different textures and describe the visual effect of each.

08.0101-1004 Identify the following shapes: full, wide; trim, compact; straight, tubular; form fitting

**STANDARD** Students will understand the principles of design. (Ch. 12 "Fashion!")

08.0101-11

### OBJECTIVES

08.0101-1101 Identify the four principles of design and provide a definition for each.

08.0101-1102 Identify how each design principle can be used to enhance a persons figure.

08.0101-1103 Identify five common body types and list two clothing items to avoid and two to choose when selecting clothing items.

**STANDARD** Students will understand the basics of the design process. (Sec 7.1 "Fashion Marketing")

08.0101-12

08.0101-1201 Identify the steps in the design process.

08.0101-1202 Define: pattern making, grading, samples

**STANDARD** 08.0101-13 Students will understand how to choose clothes that are appropriate for them and the basics of planning a wardrobe. (Ch. 13 and 14 “Fashion!”)

**OBJECTIVES**

- 08.0101-1301 Explain why the image you project is important.
- 08.0101-1302 Identify Yin and Yang traits.
- 08.0101-1303 List factors that help you choose apparel that is “right” for you.
- 08.0101-1304 Identify three benefits of wearing clothing that is “right” for you.
- 08.0101-1305 Identify ten accessory items that can help complete outfits in a wardrobe.
- 08.0101-1306 Identify three examples of wardrobe extenders.
- 08.0101-1307 Define: basic apparel, investment dressing, extenders, wardrobe plan

**STANDARD** 08.0101-14 Students will understand the types of business ownership and basic economic terms. (Ch 3 “Fashion Marketing”)

**OBJECTIVES**

- 08.0101-1401 Define the following terms: primary market, secondary market, tertiary market, retailing, sole proprietorship, partnership, corporation, risk, risk management
- 08.0101-1402 Identify the types of risks faced by a fashion business
- 08.0101-1403 Define the following terms: globalization, imports, exports, balance of trade, supply, demand, law of supply and demand, profit, trade quotas

**STANDARD** 08.0101-15 Students will understand basic skills to help them be smart shoppers and making good purchases. (Ch. 15 & 16 Fashion!)

**OBJECTIVES**

- 08.0101-1501 Define: hangtags, labels, packaging
- 08.0101-1502 Define the following terms: Permanent Care Labeling Rule and Textile Fiber Products Identification Act and identify the four kinds of information that must appear on labels of all textile products sold in the United States (Ch 15)
- 08.0101-1503 Define: Comparison shopping, value, low quality garments, medium quality garments, high quality garments (including the 5 characteristics of high quality garments)
- 08.0101-1504 List ten specific points to check when judging the quality of a garment and explain specific items for each. (Ch. 16)
- 08.0101-1505 Identify five ways to check the fit of a garment when trying it on. (Ch. 16)
- 08.0101-1506 Identify five ways of paying for a purchase and list two advantages and two disadvantages for each. (Ch. 16)
- 08.0101-1507 Define the following terms: credit limit, credit rating, 30-day charge account, revolving charge account, and installment plan. (Ch. 16)

**STANDARD** (Ch. 17 “Fashion!” and Sec Ch 5.1, “Fashion Marketing”) 08.0101-16 Students will understand size categories for children, men, and women.

**OBJECTIVES**

- 08.0101-1601 Identify the seven age-related size categories for infants.
- 08.0101-1602 Identify the four size categories for toddlers.
- 08.0101-1603 Identify the six size categories for young children.
- 08.0101-1604 Identify the classifications for women’s wear. (Sec 5.1 "Fashion Marketing")
- 08.0101-1605 Identify the classifications for men’s wear. (Sec 5.1 "Fashion Marketing")

## STANDARD PERFORMANCE OBJECTIVES

PO-09 Prepare a report and a poster showing understanding of color.

PO-10 Create a sample for each of the basic color schemes.

PO-11 Demonstrate knowledge of the elements of design.

PO-12 Demonstrate knowledge of the principles of design.

PO-13 Prepare a personal wardrobe.

PO-14 Demonstrate where clothes are made.

PO-15 Demonstrate smart shopping by comparing items.

PO-16 Create a kids' designer line of clothes.

## PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS

Performance Objective PO-09:

Prepare a report and a poster showing understanding of color.

The students will demonstrate understanding of the elements of color by preparing a report on a color of their choice, creating a poster showing samples of the color, and listing symbolism and moods for that color. (Standard 08.0101-09)

Performance Objective PO-10:

Create a sample for each of the basic color schemes.

The student will demonstrate knowledge of color schemes by creating a sample for each of the five basic color schemes. (Standard 08.0101-09)

Performance Objective PO-11:

Demonstrate knowledge of the elements of design.

The student will demonstrate their knowledge of the elements of design by locating a picture of an outfit that would improve the way their figure of physique looks. They will describe how the elements of color, shape, line, and texture are used in the outfit and how each element enhances their appearance. (Standard 08.0101-10)

Performance Objective PO-12:

Demonstrate knowledge of the principles of design.

The student will demonstrate their understanding of the principles of design by preparing samples of the two types of balance, warm and cool colors, and apparel that make people look taller and thinner, and shorter and wider. (Standard 08.0101-11)

Performance PO-13

Prepare a personal wardrobe.

The student will demonstrate their knowledge of selecting clothing that is "right" for you by preparing a personal wardrobe consisting of an 8 piece wardrobe. The wardrobe will be made up of clothes that would flatter the student. (Standard 08-0101-13)

Performance PO-14

Demonstrate where clothes are made.

Using a current map of the world and 10 labels from your clothing, mark the location of production for each item. (Standard 08.0101-14)

Performance PO- 15

Demonstrate smart shopping by comparing items, including the quality of the items.

The student will demonstrate their ability to be a smart shopper by describing on apparel item that they would like to purchase and list three places where the item is available. They will compare price, quality, return policies for each location. (Standard 08.0101-15)

Performance PO-16

Students will demonstrate their understanding of kids' clothing by creating a line of licensed clothes for children, using an existing designer, company, or brand. (Standard 08.0101-16)

## OVERVIEW OF FASHION B

### STANDARD

9. Ch 10 Color (Fashion!)
10. Ch 11, Elements of Design (Fashion!)
11. Ch 12, Principles of Design (Fashion!)
12. Sec 7.1 Design Process (Fashion Marketing)
13. Ch 13, Ch 14 (Fashion!)Appropriate clothes and wardrobing
14. Ch 3 (Fashion Marketing) Structure of Industry
15. Ch 15 and 16 (Fashion!) Shopping skills
16. Ch 17 (Fashion!)and Sec 5.1 (Fashion Marketing)  
Size categories

### PERFORMANCE

- Color report and color schemes
- Example of elements
- Examples of principles
- Create a wardrobe
- Map showing where clothes are made
- Comparison shopping project
- Kid's designer line

### REFERENCE MATERIALS

**Textbooks:** *Fashion!*, Mary Wolf, The Goodheart-Wilcox Company, Inc., 1998.  
*Fashion Marketing*, McGraw Hill, Glencoe by Gigi Ekstrom and Margaret Justiss, 2006, ISBN-868295-9

(Note: Most references have been left here from the past. Not all of them may still be available, but here are some suggested items)

#### **Video, Software, And Other Materials Sources:**

##### **STANDARD 9**

**MATERIALS:** *Color Wheel with Leaflets*

Available from: The McCall Pattern Company

**VIDEO 1:** *Basic of Colors*

Available from: Insight Media

**VIDEO 2:** *Understanding Color*

Available from: D.E. Visuals

**COMPUTER SOFTWARE:** *Color Communicates*

Available from: Meridian Education Corporation

**LEAFLET:** *Color And You*

Available from: McCall Pattern Company

**MATERIAL COLOR SWATCH KIT:** *Symmetry Color Analysis*

Available from: The Home Economics School Service and Nasco

**MATERIAL COLOR SWATCH KIT AND VIDEO:** *Reflections on You: Classroom*

*Color Analysis Starter Kit*

Color Swatch Drapes

Personal Color (Season) Packets

Color Analysis Video

Available from: Nasco

##### **STANDARD 10**

**POSTER 1:** *Optical Illusions Poster*

Available from: The McCall Pattern Company

**POSTER 2:** *Line-Wise Poster*

Available from: McCall Pattern Company

**VIDEO:** *Your Clothes Lines are Showing: Line and Design*

Available from: Home Economics School Service

##### **STANDARD 11**

**CHART 1:** *Female Figure Types*

Available from: Meridian Education Corporation

**CHART 2: Male Figure Types**

Available from: Meridian Education Corporation

**VIDEO AND COMPUTER SOFTWARE 1: Your Ideal Silhouette (Female)**

Available from: Meridian Education Corporation

**VIDEO AND COMPUTER SOFTWARE 2: Suit Yourself: Your Best Dressed Image (Male)**

Available from: Meridian Education Corporation

**STANDARD 12****VIDEO: From Fabric to 501's: Levi Strauss and Co.**

Available from: CEV Multimedia

**STANDARD 13****VIDEO: Clothing Speaks**

Available from: The Learning Seed

**VIDEO: Accessories**

Available from: Meridian Education Corporation and Nasco

**STANDARD 14****STANDARD 15****VIDEO: Judging Clothing Workmanship**

Available from: Meridian Education Corporation and Home Economics Corporation

**STANDARD 16****Contact information for ordering videos, software, and other materials:**

CEV Multimedia  
1020 SE Loop 289  
Lubbock, TX 79404  
800-922-9965  
806-745-8820

Insight Media  
121 West 85th Street  
New York, NY 10024  
(800) 233-9910  
Fax: (212) 799-5309

D.E. Visuals  
3595 NW 83rd Ave  
Sunrise, FL 33351  
(800) 736-6438  
Fax: (954) 741-1746

McCall Pattern Company  
11 Penn Plaza  
New York, NY 10001  
(800) 782-0323  
Fax: (212) 465-6963

Meridian Education Corp.  
236 East Front Street  
Bloomington, IL 61701  
(800) 727-5507  
Fax: (309) 829-8621

Home Economics School Service  
10200 Jefferson Blvd., Room 891  
P.O. Box 802  
Culver City, CA 90232-0802  
(800) 421-4246  
Fax: (800) 944-5432

Nasco  
901 Janesville Avenue  
Fort Atkinson, WI 53538-0901  
(800) 558-9595  
Fax: (414) 563-8296

The Learning Seed  
330 Telser Road  
Lake Zurich, IL 60047  
(800) 634-4941  
Fax: (800) 998-0854

Vocational Marketing Services  
17600 South Williams St., #6  
Thornton, IL 60476-1077  
(800) 343-6430  
Fax: (708) 877-2819